

## Nottingham Trent University Course Specification

<b>Basic Course Information</b>		
1.	Awarding Institution:	Nottingham Trent University
2.	School/Campus:	Arts and Humanities, Clifton
3.	Final Award, Course Title and Modes of Study:	BA (Hons) Media Production; FT/PT
4.	Normal Duration:	3 years FT; 4-7 years PT
5.	UCAS Code:	P312

6.	<b>Overview and general educational aims of the course</b>	
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The BA (Hons) Media Production course offers you the opportunity to develop a range of specialist media skills in order to support your growth as a creative media professional. You will carry out creative projects across a variety of media platforms, including promotional and informational video; creative documentary practice; experimental video; multimedia design; screenwriting; photography and sound work. The course focuses both on building your production skills and on cultivating a critical awareness of media texts and institutions, allowing you to develop your practice as an creator of media content. You will have access to a wide range of industry-standard equipment and software and gain real-world experience through working to 'live' briefs provided by external organisations.

The core strands of BA (Hons) Media Production are moving image, sound production and media writing. You will engage with each of these strands in your first year. The second year builds on this, as you learn to work across media forms and platforms. By the third year, you will have the confidence to specialise, and much of the focus will be on your Dissertation, a substantial piece of work conceived of, developed and made by you in whatever media form or forms you choose.

As employers expect knowledge of the creative industries and some level of experience, you will take a distinctive core module, Media in the Workplace: Experiencing Work, which enables you to meet professionals from the media industry, analyse media work (including the entrepreneurial and freelancing expertise of creative workers), build a network of professional contacts, develop your CV and carry out a short media placement – all essential for starting a career after graduation. This emphasis on employability continues in the final year option, Media in the Workplace: Becoming Career Ready. Also built into the course is the option of studying abroad for a semester at one of our partner universities.

You can find a more formal set of expectations about the course, benchmarked to national standards, in the section below.

7.	<b>Course outcomes</b>	
	Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.	

### **Knowledge and understanding**

By the end of the course you should be able to:

- Critically scrutinise the modes of media representation and systems of cultural meaning in modern societies, showing the ability to produce close and informed analyses of these.

- Analyse the ways in which forms of media and cultural production and consumption are embedded in everyday life, and serve as ways of constructing and contesting identities
- Show advanced understanding of how media, cultural and creative organisations operate, communicate and are managed.
- Engage critically with major thinkers and debates within the field and put them to productive use
- Assess the role of changing technologies in media production, distribution, consumption and participation.
- Initiate, develop and produce media content both independently and in groups, working to briefs both internal and external to the university, and through the application of a range of appropriate software and media platforms.
- Show high level understanding of the importance of the commissioning and funding structures of the media and creative industries and work within the constraints imposed by them.
- Initiate, develop and realise distinctive and creative work within various forms of writing or of aural, visual, audio-visual, sound or other electronic and digital media, understanding relevant industry standards.
- Show advanced ability to experiment, as appropriate, with forms, conventions, languages, techniques and practices

These outcomes are adapted from the QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies (October 2016). The Benchmark Statement provides a national framework for describing the content and standards of a Bachelor's degree with honours in the disciplines of CMFCS.

<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-16.pdf>

They also draw upon the 'Student Outcomes' listed in Section 14 of the NTU Quality Handbook":

[https://www4.ntu.ac.uk/adq/document\\_uploads/quality\\_handbook/150956.pdf](https://www4.ntu.ac.uk/adq/document_uploads/quality_handbook/150956.pdf)

### **Skills, qualities and attributes**

By the end of the course you should be able to:

- Carry out advanced research for essays, creative projects or production dissertations involving sustained independent enquiry, culminating in bringing a sustained piece of individual research to satisfactory completion.
- Assume responsibility for working in flexible, creative ways, whether independently or in small groups, showing self-discipline, self-direction, reflexivity and time and resource management
- Communicate clearly, concisely and effectively, orally, in writing or in other media as appropriate. Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas.
- Be adaptable, creative and reflexive in producing distinctive and creative output for a variety of audiences, using a range of appropriate software and in a variety of multi-platform media.
- Integrate advanced IT skills from data analysis and word-processing to using web-based technology or multimedia where appropriate, and develop proficiencies in utilising a range of media technologies.

- Be aware of legal, ethical and sustainability issues in relation to media production.
- Critically reflect on the work and entrepreneurial opportunities on your course, carry out a short work placement and evaluate the skills and attributes necessary in media and cultural industries work.
- Appraise possible employment destinations within the media, creative and cultural sectors through taking advantage of networking opportunities, and show your understanding of professional practices and the skills needed in these areas.
- Demonstrate international awareness and openness to the world based on understanding and appreciation of social and cultural diversity.

These outcomes have been mapped to the October 2016 CMFCS Benchmark statement. The CMFCS benchmark statement provides a national framework for describing the content and standards of a Bachelor's degree with honours in the disciplines of Communication, Media, Film and Cultural Studies.

<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Communication-Media-Film-and-Cultural-Studies-16.pdf>.

They also draw upon the "Student Outcomes" listed in Section 14 of the NTU Quality Handbook,:

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#### 8. **Learning and teaching methods**

BA (Hons) Media Production will be delivered through a balance of the following teaching and learning methods:

- Interactive lectures
- SCALE-UP seminars (student-centred, active learning environment)
- Technical, skills and writing workshops
- Demonstrations and screenings
- Group and individual project work
- Tutorials and supervisions
- Open and resource-based learning
- Production practice
- Tutor-led, student-led and independent learning sessions.

Module lectures will focus on the theory relating to the different areas of focus of the module. Seminars and workshops will be practical and hands-on working to a given brief, sometimes individually and other times in small groups.

At level 6 the emphasis switches to independent, often self-directed learning. In particular, you will conceptualise, develop and direct your creative work to completion through the 40-credit BA Media Production Dissertation module. This experience will also allow you to hone your skills in the design, research and presentation of your work via both group and individual supervisory sessions. This will be accompanied by a synoptic assessment which will demonstrate your awareness of your individual employability, graduate attributes and opportunities for progression after graduation, reflecting on your career aspirations and showing recognition of your growth across the course. At the end of the year, a Media Production Showcase event will display the work you have produced over the year to the public, friends, family and staff.

## 9. **Assessment methods**

The course uses a variety of assessment techniques to ensure both that you've met the range of learning outcomes and that you're developing transferable, career-ready skills. Assessment methods include:

- Video projects
- Audio projects
- Production Portfolios
- Screenplays
- Pitches and presentations
- Portfolios of written work (which might include mini-essays, reports, reviews, annotated bibliographies, short analyses and critical reflections)
- Placement reports
- Essays, projects and case studies
- Blogs and podcasts
- The synoptic assessment (see section 8)

In all your modules you will carry out formative assessments, before you complete the summative assessment for which you receive a grade. These formative assessments are designed to prepare you for the graded assignment and allow you to experiment with ideas and modes of presentation. You will receive a mixture of verbal and written feedback on your formative assessments.

Your assignments become progressively more intensive as you progress through the course. So the Dissertation, with its heavy emphasis on organisational independence, creative autonomy and the generation of an original piece of media is the largest and most challenging exercise you'll undertake.

You will receive detailed written feedback on your summative assignments. A sample of assessments are moderated internally at all three levels. All dissertations are marked by at least two members of staff independently. Standards are assured by course external examiners, who moderate levels 5 and 6 assessments.

## 10. **Course structure and curriculum**

You can study for the course on either a full-time basis, in which case you will complete the course in 3 years, or on a part-time basis in which case you complete the course in a minimum of 4 years, and a maximum of 7 years (see below for more details on the part-time route).

The course is organised into 3 levels (Levels 4, 5 and 6). In order to progress, and ultimately pass your degree, you must achieve 120 credits at each level. These credits are made up of a mixture of large 40 credit modules and smaller 20 credit modules. In some cases, particularly at Level 4, modules are compulsory (or 'core') while at other times they are optional (or 'elective'). Cores and some electives act as 'pre-requisites': modules which you must take in order to take particular modules later on your course (for example, in order to take the Level 6 module in Advanced Sound Production, you must have taken the Level 5 module, Intermediate Sound Production). As your degree proceeds, there are fewer cores and more options so you have the greatest degree of informed choice by the end of your studies. For example, the only compulsory module at Level 6 is the

Dissertation, which will include a synoptic assessment testing the work-ready skills you have developed over the course of your degree.

Similarly, the course is based on the principle that media production is informed by theoretical approaches to media. For that reason, levels 4 and 5 contain core modules which develop your theoretical and analytical skills. But in the final year you may, if you wish, concentrate entirely on media production modules (though a small number of media theory modules will still be available as options).

BA Media Production allows you opportunities to progressively concentrate on one of the three strands within the field of media production (image production, sound production and writing), but also to fashion a route through your degree in which you have the option to retain up to 40 credits of theoretical and critical modules as part of your studies.

Level 4, and the first half of Level 5 consists entirely of core modules. You will choose your options, with advice from the course leader, personal tutor and module leaders towards the end of Level 4. In the second half of Level 5, you must take at least 40 credits (two modules) from the choice of Creative Documentary, Script to Screen and Intermediate Sound Production. It is anticipated that most students will take all 60 credits from this diet of modules. But you are able to take 20 credits (one module) from a small range of modules which develop other skills which are useful in the world of media work (research in the case of Researching Media, Communication and Culture, and performance in the case of Talking Media). These level 5 choices shape your studies at Level 6. All students must take a dissertation and it is anticipated that you will take your remaining 80 credits from a choice of 6 20 credit modules: Client-Led Media Practice and Production; Advanced Multimedia; Media Production and Tourism; Advanced Sound Production; Screenwriting: Story, Theory, Practice; Experimental and Expanded Media Production and Media in the Workplace: Becoming Career-Ready depending on the prerequisites they have and your developing intellectual and professional interests. However, you also have the option of maintaining a small amount of critical, theoretical study, where modules have been chosen to provide other routes out of Media Production (Lifestyle and Consumer Culture; Cultural Policy; DJ Cultures). Optional modules, particularly at Level 6, therefore enable you to specialise in areas within which you have developed a particular interest while also enabling you to maintain some degree of breadth.

Levels 4 and 6 contain year-long modules, while Level 5 is divided into two semesters. This is to offer you a choice in the second half of the academic year. You may continue with subject-specific modules for the rest of the year by choosing three 20 credit options. Alternatively, you may choose to take advantage of the international exchange opportunities which NTU offers at overseas partner universities. You choose this option during Level 4, and the half-year exchange counts for 60 credits.

At both levels 5 and 6 you may, if you wish, study a language as part of your studies. This is organised through the University Language Programme (ULP) and in discussion with your course leader.

Part-time routes through the degree will be created in response to individual student requirements. This could be, for example, a six-year programme where a student would take 60 credits at each level. But it could equally be the case that you complete two years as a full-time student and then opt to complete your studies over two further years as a part-time student.

Depending on circumstances this could involve completing 80 credits of taught modules in one year and your dissertation in the final year, or completing 60 credits in each year.

If you do not complete the Honours course you may receive a Certificate of Higher Education (which requires you to achieve 120 credits at level 4), a Diploma of Higher Education (240 credits at levels 4 and 5) or an Ordinary Degree (240 credits at levels 4 and 5 plus 60 credits at level 6)

The specific modules you can choose are set out in the table below (please note that some options may not run every year)

**General structure**

<b>Level 4</b>	<b>Modules</b>	<b>Credits</b>
Course Core modules	Understanding Media	40
	Introduction to Media Production	40
	Sound and Media	20
	Writing for the Media	20
Credits		120
<b>Level 5</b>	<b>Modules</b>	<b>Credits</b>
First half year (60cp)		
Course Core	Media, Theory and Society	20
Course Core	Media in the Workplace: Experiencing Work	20
Course Core	Intermediate Media Practice and Production	20

	<p>Second half year (60cp) 3 x 20cp elective modules, chosen from the list shown.</p> <p>You <u>must choose at least 40 credits</u> from the modules marked with an asterisk (*) and in <b>bold</b>. You <u>may</u> choose all 60 credits from this group.</p> <p><u>Or International Exchange Route</u></p> <p><i>Students may elect to replace a 20 credit second half elective module with a year-long ULP module but only following discussion with the course leader</i></p>	<p><b>*Creative Documentary</b> 20</p> <p><b>*Script to Screen</b> 20</p> <p><b>*Intermediate Sound Production</b> 20</p> <p>Researching Media, Communication and Culture. 20</p> <p>Talking Media: Arguing, Speaking, Debating, Performing 20</p>	<p>60</p>
		<p>Credits 120</p>	
<p>Level 6</p>	<p>Modules</p>	<p>Credits</p>	<p></p>
<p>Course Core (40 credits)</p> <p>plus</p> <p>80 credits (4 x 20cp) in elective modules (determined by prerequisites)</p> <p>You <u>must choose at least 40 credits</u> from the modules marked with an asterisk (*) and in <b>bold</b>. You may choose all 80 credits from this group.</p> <p><i>Students may elect to replace one 20 credit elective module with a year-long ULP module</i></p>	<p>Dissertation (MCLT34008)</p> <p><b>*Client-Led Media Practice and Production</b></p> <p><b>*Advanced Multimedia</b></p> <p><b>*Media Production and Tourism</b></p> <p><b>*Advanced Sound Production</b></p> <p><b>*Screenwriting: Story, Theory, Practice</b></p> <p><b>*Experimental and Expanded Media Production</b></p>	<p>40</p> <p>20</p> <p>20</p> <p>20</p> <p>20</p> <p>20</p> <p>20</p>	<p></p>

<i>but only following discussion with the course leader.</i>	Media in the Workplace: Becoming Career-Ready	20
	Lifestyle and Consumer Culture	20
	Cultural Policy	20
	DJ Cultures	20
		Credits      120

**11. Admission to the course**

**Entry requirements.**

For current information regarding all entry requirements for this course, please see the 'Applying' tab on the NTU course information web page.

**12. Support for learning**

All students receive a full induction. This takes the form of an Induction Week where you meet your course leader, personal tutor and members of your Personal Tutor Group (PTG). It is also a chance to join student societies with a media production orientation such as the NTU student newspaper (Platform) and its student radio station (Fly FM).

Throughout your time at NTU you will be part of the same PTG with, generally, the same personal tutor. Your personal tutor will help you to make the transition to higher education, act as a first point of contact for

any problems you may experience and be a source of information about choices and future directions. Induction events will continue throughout Level 4 as you learn to navigate your way around procedures and platforms (including our online employment portfolio, Go Places). To help with this, a Level 6 student mentor will be present for a number of PTGs.

All modules are supported by module documentation and NOW, an online student learning resource. Staff members are available for individual tutorials, and by e-mail for brief discussion. Technician support will be available to support your acquisition of technical media skills.

Further support with study skills is available from the Library and Information Services (LIS) Study Skills team, who run an online resource and a lecture and workshop series, and who are available for individual consultation. Your personal tutor will also be able to point you towards other expert sources of support (e.g. around finance, or seeking help if English is not your first language) should the need arise.

At Level 6, as mentioned earlier, you will carry out a protracted piece of individual work, the Dissertation. You will be guided through this by an academic supervisor whose expertise most closely relates to your topic.

### **13. Graduate destinations/employability**

Graduate employability is fundamental to Nottingham Trent University, as reflected by the fact that NTU is consistently placed close to the top of the league table of all UK Universities for graduate employment.

As a graduate of the BA in Media Production, you will possess the academic and transferable skills which provide the foundation for a successful career – above all the possession of critically-informed production skills. You will have deep familiarity with a wide range of media forms and digital technologies, and have developed a critical, analytical and questioning outlook. You will possess many of the attributes demanded in today's world of work: skills in research, organisation, content production, team-working and time-management. Furthermore you will be articulate, confident in your ability to make informed judgements, capable of organising and processing complex information speedily and accurately, skilled in communicating your ideas to others concisely and persuasively.

The skills and intellectual training provided by a degree in Media Production are valued by a range of employers and not just those in the creative and cultural sectors. In recent years graduates from NTU's BA Media course have gone on to follow careers in many areas, both in and outside the communication industries, including:

- Media, communication, creative and cultural industries
- Management opportunities within media organisations
- Media policy-making and administration in the public sector or in specific media-related strategic roles in the private sector

- Media-related work in PR, marketing, promotions, and advertising
- Community organisations and social businesses
- Games and film industries
- Postgraduate courses
- Research careers in the humanities or social sciences
- Small media-related enterprises and self-employment.
- Education

Help and support with employment is embedded in every stage of your course (PTGs, Level 4 40 credit modules and two Media in the Workplace modules at Levels 5 and 6 deal directly with employability). The university also has a comprehensive careers service open to all students to assist in securing employment, included a tailored Employability Team for the School of Arts and Humanities. See <https://www4.ntu.ac.uk/employability/>

**14. Course standards and quality**

The standards of your course are monitored in a variety of ways:

- A course committee takes place three times in the academic year. This includes elected student representatives (reps) from all levels of study. NTSU organises the election of reps who gather student feedback about the course and individual modules.
- Your evaluation of modules is sought via through module feedback questionnaires (EvaSys).
- The course has an External Examiner from another UK University who submits an annual report on the standards and quality of the course.
- The subject benchmarks of the Quality Assurance Agency have been incorporated into the course's learning outcomes (see Section 7).
- The course submits an annual interim report which is scrutinised by the School Academic Standards and Quality Committee (SASQC).
- Courses are reviewed every 3 years for Periodic Course Review (PCR).
- The School underwent a Periodic School Review in 2015.

**15. Assessment regulations**

This course is subject to the University's Common Assessment Regulations (located in Section 16 of the Quality Handbook). Any course specific assessment features are described below:

There are no course-specific exceptions from the University's Common Assessment Regulations.

**16. Additional information**

Collaborative partner(s):	None
Course referenced to national (QAA) Benchmark Statements:	Communication, Media, Film and Cultural Studies (October 2016)
Course recognised by:	n/a
Date this course specification approved:	March 2018
Any additional information:	n/a